



CALFRESH AWARENESS MONTH

Social Services Advisory Board Meeting

May 10, 2018



CALFRESH AWARENESS MONTH



CALENDAR OF EVENTS

CalFresh Awareness Month provides a perfect platform to highlight various efforts, that often happen throughout the year, but that take on a new character each month of May.

Locations include:

- Libraries
- College Campuses
- Resource Fairs
- Farmers Markets



MAY 2018 CALFRESH AWARENESS MONTH

EVENT	DATE/TIME	REGION	TARGET POPULATION	CONTACT PERSON
Veterans Village of San Diego-Tent City	Monday-Friday 8:00am-4:00pm	East/North Central	Homeless	Bicely Carrillo (858) 636-3712 Bicely_Carrillo@sdcounty.ca
McAlister Institute Treatment & Education	Tuesday's 5/1, 5/8, 5/15, 5/22, & 5/29 1:30pm-4:00pm	East/North Central	Halfway House and Substance Abuse Addiction Treatment & Recovery	Annette Benavides (858) 636-3750 Annette.Benavides@sdcounty.ca
SDUSD Transition Resource Fair	Tuesday 5/1 6:00pm-8:00pm	Central	SDUSD Students & Parents	Ismael Lopez (619) 338-2964 Ismael.lopez@sdcounty.ca
McAlister Institute Treatment & Education	Wednesday's 5/2, 5/9, 5/16, 5/23, & 5/30 1:30pm-4:00pm	East/North Central	Halfway House and Substance Abuse Addiction Treatment & Recovery	Teresa Calderon (858) 636-3710 Teresa.Calderon@sdcounty.ca
Feeding San Diego-San Diego City College	Wednesday 5/2 9:30am-3:00pm	East/North Central	Community College Students	Teresa Calderon (858) 636-3710 Teresa.Calderon@sdcounty.ca Rachel Oporto (858) 452-3663 x129 roporto@feedingsandiego.org
ECC Head Start	Thursday 5/3 12:30pm-1:30pm	Central	Parents	Ismael Lopez (619) 338-2964 Ismael.lopez@sdcounty.ca

CALFRESH AWARENESS MONTH



LIVE WELL
SAN DIEGO

ALIGNING OUR EFFORTS

San Diego CalFresh in collaboration with UCSD Center for Community Health

rethink
YOUR DRINK DAY

May 16, 2018

Are you ready to Rethink Your Drink?

1655 Euclid Avenue, San Diego, CA 92105 10:00am-2:00pm

CALFRESH AWARENESS MONTH



MATERIAL TAILORED FOR EACH OCCASION



WE CAN **HELP** PROVIDE YOUR FAMILY WITH **BETTER NUTRITION**

YOU COULD QUALIFY FOR **CALFRESH** IF: YOU HAVE A LOW OR FIXED INCOME AND DO NOT RECEIVE SSI/SSP.

If you have this many persons in your family, INCLUDING YOURSELF:	1	2	3	4	5	6	7
You may get CalFresh if your gross monthly income is less than:	\$2,010	\$2,708	\$3,404	\$4,100	\$4,798	\$5,494	\$6,190



- ▶ For more information or to apply call toll-free: **2-1-1** or apply online at **GetCalFresh.org** or **MyBenefitsCalwin.org**
- ▶ For steps to a healthier you, go to **EatFresh.org**





FREE MONTHLY NUTRITION ASSISTANCE FOR SENIORS



WHY APPLY?

- ▶ You can get extra money for nutritious food each month!
- ▶ You will receive a card just like an ATM card to use at grocery stores and some restaurants!
- ▶ You can own a home, car, have income and still may qualify!
- ▶ You can apply from home!

You could qualify if you have low or fixed income and do not receive SSI/SSP:

If you have this many people in your family INCLUDING YOURSELF	1	2	3
You may get CalFresh if your gross monthly income is less than:	2,010	2,708	3,404

HOW TO APPLY?

IT TAKES 3 STEPS TO FIND OUT IF YOU QUALIFY FOR FREE MONTHLY NUTRITION ASSISTANCE:

STEP 1: Call 2-1-1 or go online at GetCalFresh.org or MyBenefitsCalwin.org

STEP 2: You will be scheduled for a brief interview over the phone or in person, your choice!

STEP 3: Send us a copy of your documents. See below for the most common documents needed:

- ▶ Identification (most types are accepted)
- ▶ Residency verification (mortgage, rent or utility bill)
- ▶ Income verification (if any)
- ▶ Noncitizen verification (Resident Alien Card, I-94, etc.)

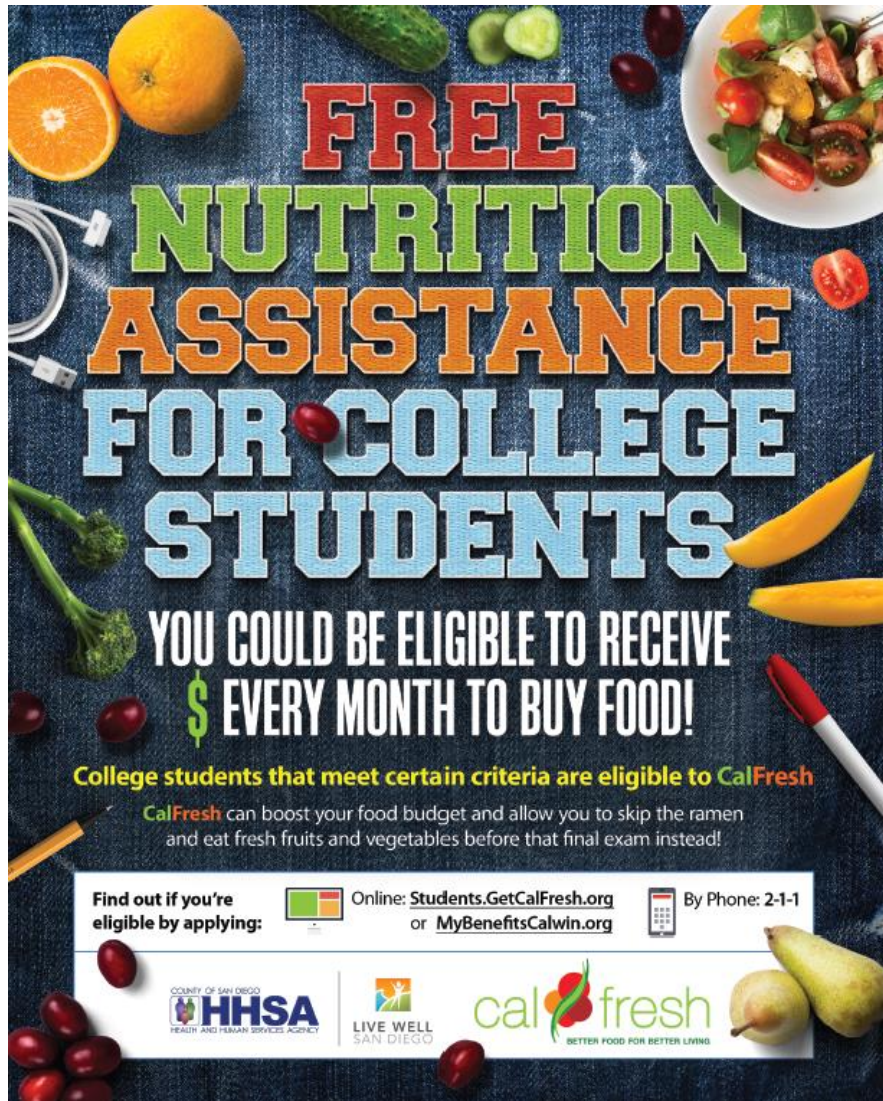
FREE NUTRITION ASSISTANCE COULD BE JUST A PHONE CALL AWAY!



CALFRESH AWARENESS MONTH



LIVE WELL
SAN DIEGO



FREE NUTRITION ASSISTANCE FOR COLLEGE STUDENTS

YOU COULD BE ELIGIBLE TO RECEIVE \$ EVERY MONTH TO BUY FOOD!

College students that meet certain criteria are eligible to CalFresh

CalFresh can boost your food budget and allow you to skip the ramen and eat fresh fruits and vegetables before that final exam instead!

Find out if you're eligible by applying:

Online: Students.GetCalFresh.org or MyBenefitsCalwin.org By Phone: 2-1-1

COUNTY OF SAN DIEGO
HHSA
HEALTH AND HUMAN SERVICES AGENCY

LIVE WELL
SAN DIEGO

cal fresh
BETTER FOOD FOR BETTER LIVING

FREE NUTRITION ASSISTANCE FOR COLLEGE STUDENTS



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TOPICS

EVENTS

PHOTOS

BOARD MEETINGS

COUNTY WEBSITE



HEALTH

County Highlights Access to CalFresh Food Assistance



CALFRESH AWARENESS MONTH



SPREADING THE MESSAGE

The network of public transportation in San Diego County, bus & trolley, has been leveraged to display useful CalFresh information.

Customers can learn about the free events they can attend as well as the steps they can take to learn more or apply for benefits.

175 Bus Postings
36 Trolley Postings

FIND OUT TODAY!

cal fresh

EXTRA MONEY FOR FOOD EVERY MONTH!

CALFRESH MEAN YOU!

You are invited to **FREE events** where you can apply for CalFresh or learn more about these programs:

- Healthy Eating & Active Living
- Family Health & Wellness
- Community Based Organizations
- Farmer's Markets
- Senior Meal Programs
- Nutrition Education

WAYS TO APPLY FOR CALFRESH:

- By calling 2-1-1
- Online: GetCalFresh.org or www.mybenefitstakein.org
- In person at a local **Community Based Organization** or local County office (call 2-1-1 for locations)

Why: CalFresh is designed to reduce food insecurity and increase food budgets to bring fresh, healthy produce into your home.

Who: The Health & Human Services Agency, Community Partners, and food advocates throughout the community are working together to increase awareness about this program.

FIND A LOCATION NEAR YOU BY CALLING: 2-1-1

MEANS OF COMMUNICATION



LIVE WELL
SAN DIEGO

SOCIAL MEDIA

Weekly post with a consistent message to promote CalFresh participation and the various options available to start the enrollment process.

May 2017 Campaign

Four targeted messages, each running a week during May 2017

- Seniors
- College Students
- Families with Children
- CalFresh Awareness

Reached **54,027** people





LIVE WELL
SAN DIEGO

Thank You

Ismael Lopez

CalFresh Outreach & Enrollment

Ismael.Lopez@sdcounty.ca.gov

(619) 338-2964